

2019

Research, Sponsorship, Partners

**next for me connects and inspires  
age 50+ audiences with new work,  
a new purpose, or a new social contribution.**

Each month we reach over 5,000 influencers who collectively reach 50,000 people in their local communities and online networks.



next for me

# The Next For Me Consumer

Female, 60 years old

College-educated

Urban dweller

Married/in a relationship

Sandwich generation:

Young adult kids, older parents

Does not want to be associated with AARP

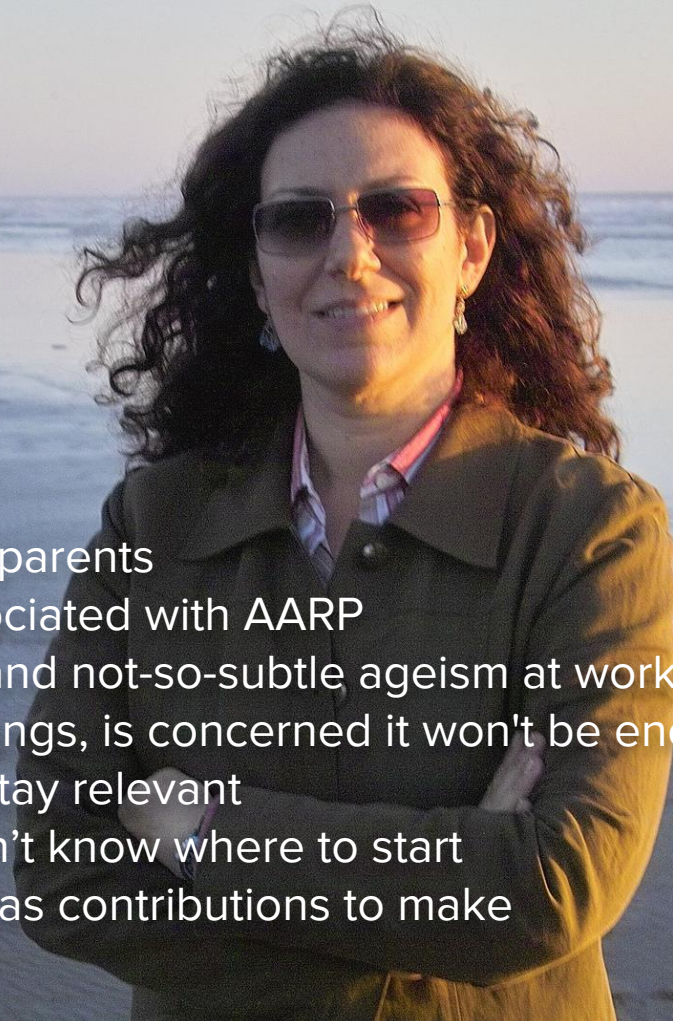
Has experienced subtle and not-so-subtle ageism at work

Has some retirement savings, is concerned it won't be enough

Turning to consulting to stay relevant

Open to new tools, doesn't know where to start

"I'm not done yet!" - still has contributions to make



# THERE ARE 120M AMERICANS OVER 50

Over 60% do not plan to retire at 65

**Our generation wants opportunities to connect, contribute, and find meaning**



# Next For Me Today

Weekly newsletter

Original reporting

Sponsored editorial

Interviews, Podcasts & Videos

Resource Guides

Cross-country events

Strategic Partnerships

Market Research

Workshops

Forbes series

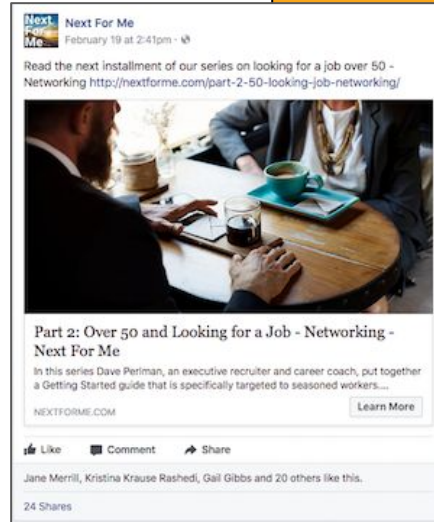
External conferences

## UNDERSTANDING THE 50+ WORKER

Market Report  
Spring 2019



David Allen author of Getting Things Done.

A screenshot of a Facebook post from Next For Me. The post includes a video thumbnail showing people at a table, a title "Part 2: Over 50 and Looking for a Job - Networking - Next For Me", a description, and engagement metrics like likes and shares.

Next For Me  
February 19 at 2:41pm · 🌐

Read the next installment of our series on looking for a job over 50 - Networking <http://nextforme.com/part-2-50-looking-job-networking/>

**Part 2: Over 50 and Looking for a Job - Networking - Next For Me**

In this series Dave Periman, an executive recruiter and career coach, put together a Getting Started guide that is specifically targeted to seasoned workers...

NEXTFORME.COM [Learn More](#)

👍 Like   🗨 Comment   ➦ Share

Jane Merrill, Kristina Krause Rashedi, Gail Gibbs and 20 others like this.

24 Shares



# Join Us

Next For Me hosts events and publishes resources for the 50+ worker.

Marketers come to Next For Me for intimate insights on the growing demographic.

In 2019 Next For Me has a presence at SXSW: Future Workplace Track, What's Next Boomer Business Summit, and Hacking HR. Along with our partners we're hosting public workshops in Los Angeles, San Francisco, Phoenix, New York, Dayton, Columbus and more.

We inform strategic brand decisions by identifying the critical cultural shifts on the horizon through our deep understanding of 50+ emerging preferences and actionable insights.



# Partner Components

<b>Public Workshops</b>	Exclusive or co-sponsor of public events	Prominent promotion, workshops, Newsletter and social content
<b>Corporate Workshops</b>	Private ½ and 1 day	NFM Editors and Marketers. Understand the market.
<b>Weekly Newsletter</b>	Co-sponsor placement	“Sponsored by” logo + 2 line message and link.
<b>Trends Newsletter</b>	Co-sponsor placement	“Sponsored by” logo + 2 line message and link.
<b>Custom Newsletter</b>	Full sponsorship	Custom Content
<b>Custom Content</b>	A la carte	Native advertising, video storytelling, Brand interview
<b>Sponsored Editorial</b>	Category Sponsor	Finance, Lifestyle, Work: Articles and Newsletter
<b>Research</b>	Sponsor	Prominent promotion in public report, Sponsored placement on site and newsletter
	Proprietary	Qualitative and Quantitative, Sample development and Reporting

# Marketing Packages

	Annual	Monthly	Sponsored Post
<b>Public Events</b> Prominent promotion, workshops, Newsletter and social content	10 Events	1 Event	
<b>Weekly Newsletter</b> “Sponsored” logo + 2 line message and link.	2 per month	1 per month	once
<b>Custom Newsletter</b> Custom sponsor content	1 per month		
<b>Custom Content</b> Native advertising, video stories, Executive Q&A	12 pieces	1 piece	2 social posts
<b>Sponsored Editorial</b> Category Sponsor: Articles and Newsletter	1 year		
<b>Research</b> Prominent promotion in 1 of 4 public reports	1		
	<b>\$25,000.</b>	<b>\$3,000.</b>	<b>\$1,000.</b>



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